

**BOARD OF GOVERNORS
STATE UNIVERSITY SYSTEM OF FLORIDA
NEW DOCTORAL DEGREE PROPOSAL STAFF ANALYSIS**

Program: Ph.D. in Sport Management
Institution: Florida State University
Staffed By: Danielle Duffourc

CIP Code: 31.0504
Proposed Implementation Date: Fall 2009
Initial Review Date: 4/29/09 **Last Update:** 5/06/09

Estimated Costs:

	Total	% & \$ Current Reallocated	% & \$ New Recurring	% & \$ New Non- Recurring	% & \$ C&G	Cost per FTE	SUS 06-07 Average Cost per FTE
Year 1	\$401,733	100% \$401,733	0% \$0	0% \$0	0% \$0	\$16,205	\$15,488 31 CIP
Year 5	\$457,394	100% \$457,394	0% \$0	0% \$0	0% \$0	\$16,254	

Projected FTE and Headcount are:

	Student Headcount	Student FTE
First Year	37	24.79
Second Year	38	25.46
Third Year	38	25.46
Fourth Year	40	26.80
Fifth Year	42	28.14

On March 29, 2007, the Florida Board of Governors approved BOG Regulation 8.011, which sets forth criteria for implementation and authorization of new doctorates by the Board of Governors, as well as criteria for implementation and authorization of Bachelor's, Master's and Specialist degrees by Boards of Trustees. The following staff analysis is an assessment of how well the university meets BOG Accountability and Readiness criteria for implementation of this degree program.

Proposal Page Numbers:

INTRODUCTION		ACCOUNTABILITY		READINESS				
Program Description	System Analysis	Overall	Budget	Mission and Strength	Program Quality	Curriculum	Faculty	Resources
1	4	7	14	22	26	27	37	43

A. Program Description:

The proposed Sport Management program currently exists as a specialization in the Physical Education program at Florida State University. Sport Management is the study of sport promotion (sponsorship of sporting events, athletes, facilities, etc.), production (the manufacture and distribution of products that influence the quality of sport performance) and performance (the offering of sport to consumers as a participation or spectator product).

The proposed program will prepare researchers and teachers at the university level, and those who wish to fill a variety of positions in venues such as professional sports franchises, intercollegiate athletics, voluntary athletic associations such as the NCAA and high school athletic associations, recreational sports franchises, sport agencies, and sporting goods retail operations.

The program will require 80 credit hours beyond the baccalaureate level; 56 hours of course work and 24 hours of dissertation credit. The curriculum includes course work in research methods, marketing, finance, law, organizational behavior and ethics. All course work is tailored to address issues specific to Sport Management. Areas of specialization include finance, marketing, organizational behavior and theory, and general administration.

B. System-Level Analysis and Evaluation in accordance with BOG Regulation 8.011:

The proposal states that the Ph.D. in Sport Management adheres to the State University System (SUS) strategic plan by 1.) contributing to the access and production of degrees, 2.) meeting statewide professional and workforce needs, 3.) building world class academic programs and research capacity, and 4.) meeting community needs and fulfilling unique institutional responsibilities.

The stated need and demand for this program hinges on production of sport management faculty in the state of Florida. Currently, standalone programs in sport management are offered at the University of Florida at the baccalaureate and master level, the University of Central Florida at the master level, and University of North Florida at the baccalaureate level. The University of Florida also offers a sport management concentration as part of its Ph.D. in Health and Human Performance. Other universities offer tracks and courses in sport management but have no formal degree program.

With regard to the need for sports management personnel with doctoral-level training, the 2008 projections of the Florida Agency for Workforce Innovation indicate a 2.84% growth in the number of postsecondary educators needed in the area of recreation and fitness. This number is expected to increase from 537 positions in 2008 to 659 positions in 2016. There is also a 3.04% projected increase in the need for postsecondary educators in the field of business, which translates to the creation of roughly 1000 new positions, some of which may be filled with these sport management students. In addition, some students may choose to leave the state for academic or professional opportunities.

Florida State University is seeking approval to offer this program based upon the existence of a strong sport management track within the Ph.D. in Physical Education. Faculty slated to implement this program are currently part of the Physical Education staff, and Physical

Education facilities will continue to be available to students and faculty in the Sport Management program. The program has also established cooperative relationships with faculty in the College of Business, the College of Communication, and other departments within the College of Education. The proposal states that this program would benefit the university by providing graduate assistants, staff, interns and volunteers for university athletic and recreation programs.

Dr. Packianathan Chelladurai from Ohio State University reviewed the sport management program in 2002. At that point, Dr. Chelladurai voiced concern about the lack of tenured professors, a large faculty/course ratio, a large faculty/student ratio, and a lack of external funding. Dr. Chelladurai concluded that the program was strong but needed to increase the faculty size and quality of students admitted. The Sport Management program has included an update on the status of Dr. Chelladurai’s recommendations. The program has since added to the number of instructors and tenured professors on staff. As the budget permits, the university anticipates hiring two additional faculty – one in the next five years, and one sometime thereafter.

The university is projecting enrollment in the proposed Ph.D. in Sport Management to grow from 37 students in year one to 42 students in year five. Graduate-level enrollment in FSU’s existing Physical Education program is as follows:

1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
162	190	190	188	184	163	148	151	159	166

These numbers, in concert with the university’s statement that the Ph.D. in Physical Education’s sport management specialization has an average enrollment of 28 students a year, indicate that the projected enrollment for a standalone Ph.D. in Sport Management is reasonable.

The program currently has “approved status” with the Sport Management Program Review Council (SMPRC), and will seek accreditation by that organization’s successor, the Commission on Sport Management Accreditation (COSMA).

The budget tables indicate that initial funding will be 100% reallocated from within the College of Education. By year five, it is anticipated that the program will receive enrollment growth dollars. Because faculty and staff salaries have been reallocated and are expected to remain fairly stable over the next five years, and because most of the needed resources appear to be in place, approval of this program would be of relatively low net cost to the state.

C. Assessment of the University Review Process in accordance with BOG Regulation 8.011:

Due to the system of stair step accountability set in place by the Board of Governors in Regulation 8.011, it is now incumbent upon University Board of Trustees to verify that all doctoral programs coming before the Board of Governors have met the requirements of the regulation. The following is an assessment of the university review process to ensure that all criteria set forth have been considered by the university prior to submission to the Board of Governors office.

ACCOUNTABILITY

Check 'yes' or 'no' box, and make comments beneath criterion as appropriate.

1. Overall – *The proposal is in the correct format, includes all necessary signatures, and contains complete and accurate tables for enrollment projections, faculty effort, and the proposed budget.*

YES NO

- The proposal has been approved by the university board of trustees and includes all required signatures.** The proposal will follow a parallel approval process through the FSU Board of Trustees and Board of Governors. FSU's Board of Trustees will consider this program for approval at their June 17-18, 2009 meeting, according to the May 5, 2009 memo to Richard Stevens from Provost Abele.
- The university has provided a proposal written in the standard SUS format which addresses new academic program approval criteria outlined in BOG Regulation 8.011.**
- The university has provided complete and accurate projected enrollment, faculty effort, and budget tables that are in alignment with each other.**
- The university has included a statement in the proposal signed by the equity officer as to how this proposal will meet the goals of the university's equity accountability plan.** The statement is there, not signed.

2. Budget – *The proposal presents a complete and realistic budget for the program consistent with university and BOG policy, and shows that any redirection of funding will not have an unjustified negative impact on other needed programs.*

YES NO

- The University Board of Trustees has approved the most recent budget for this proposal.** The FSU Board of Trustees will consider this proposal at its June 17-18, 2009 meeting.

- The university has reviewed the budget for the program to ensure that it is complete and reasonable, and the budget appears in alignment with expenditures by similar programs at other SUS institutions.** The budget given represents the proportional disbursement of departmental funds that have been utilized for this specialization in previous years.
- In the event that resources within the institution are redirected to support the new program, the university has identified this redirection and determined that it will not have a negative impact on undergraduate education, or the university has provided a reasonable explanation for any impact of this redirection.** Resources are being redirected from within the College of Education, where the program currently exists as a specialization under the Physical Education program.

READINESS

Check 'yes' or 'no' box, and make comments beneath criterion as appropriate.

3. Program Quality – The proposal provides evidence that the university planning activities have been sufficient and responses to any recommendations to program reviews or accreditation activities in the discipline pertinent to the proposed program have been addressed.

YES NO

- The university has followed a collaborative planning process for the proposed program in accordance with policies and procedures adopted by the University Board of Trustees.** A timeline for proposal submission and program implementation can be found on page 25.
- An external consultant has reviewed the proposal and supports the department’s capability of successfully implementing this new program.**
- The university has found the level of progress that the department has made in implementing the recommendations from program reviews or accreditation activities in the discipline pertinent to the proposed program to be satisfactory.** During the 2003 Quality Enhancement Review at the university, three challenges were identified: 1.) Faculty capacity, 2.) Facility availability, and 3.) Technology availability. Since then, the program has retained key faculty members and attracted highly qualified junior faculty, moved the administrative offices to the first floor of Tully Gym and renovated the basement of the gym into useable classroom space, and upgraded technology as permitted by the departmental budget.

- The university has analyzed the feasibility of providing all or a portion of the proposed program through distance learning.** The program will use traditional on-campus delivery with the potential for select online courses as the program evolves.
- If necessary, the university has made allowances for licensure and legislative approval to be obtained in a timely manner.** n/a

4. Curriculum - The proposal provides evidence that the university has evaluated the proposed curriculum and found that it describes an appropriate and sequenced course of study, and that the university has evaluated the appropriateness of specialized accreditation for the program.

YES NO

- The university has reviewed the curriculum and found that the course of study presented is appropriate to meet specific learning outcomes and industry driven competencies discussed in the proposal.**
- The university anticipates seeking accreditation for the proposed doctoral program, or provides a reasonable explanation as to why accreditation is not being sought.**

5. Faculty - The proposal provides evidence that the university is prepared to ensure a critical mass of faculty will be available to initiate the program based on estimated enrollments, and that faculty in the aggregate have the necessary experience and research activity to sustain a doctoral program.

YES NO

- The university has reviewed the evidence provided and found that there is a critical mass of faculty available to initiate the program based on estimated enrollments.** There are currently four full time faculty members on staff (two tenured and two tenure-earning). In addition there is one associate instructor, one assistant instructor and one visiting instructor.
- The university has reviewed the evidence provided and found that the faculty in aggregate has the necessary experience and research activity to sustain the program.** Three of the four faculty members have doctoral direction experience and all have publication experience.
- The university has reviewed the evidence provided and found the academic unit(s) associated with this new degree to be productive in teaching, research, and service.**
- If appropriate, the university has committed to hiring additional faculty in**

later years, based on estimated enrollments. The program anticipates two additional hires – one in the next five years (projected Fall 2011) and one sometime thereafter.

6. Resources – *The proposal provides evidence that the university has ensured the available library volumes and serials; classroom, teaching laboratory, research laboratory, office space, equipment, clinical and internship sites, fellowships, scholarships, and graduate assistantships will be sufficient to initiate the program, and that if applicable, funding has been secured to make more resources available as students proceed through the program..*

YES NO

- The university has provided a signed statement from the Library Director verifying that the library volumes and serials available are sufficient to initiate the program.** The statement is there, not signed.
- The university has ensured that the physical space necessary for the proposed program, including classrooms, laboratories and office space, is sufficient to initiate the program.** The program currently uses seven faculty offices and shares administrative space in Tully Gym. Classes are mostly offered in Tully Gym’s six classrooms. The program also uses the Tully Gym conference room for meetings and the Tully Gym lab space.
- The university has ensured that necessary equipment is available to initiate the program.** The proposal states that no new equipment is needed.
- The university has ensured that fellowships, scholarships, and graduate assistantships are sufficient to initiate the program.** The proposal states that graduate assistantships and university/college-wide awards will be available to Sports Management students. Assistantships are included in the proposed budget (Table 2).
- If applicable, the university has ensured that the department has arranged a suitable number of clinical and internship sites.** n/a